

SOCIAL WIND

The Ultimate Social Media

✓ *Engagement Checklist*

GOALS

- Do you know your goals?
- Do they align with business objectives?
- Are you working with other departments to confirm this?

POLICY

- Do you have a social media policy in place for your company?

VOICE

- Have you identified the tone the company/brand/individual wants to take on social?

COMPETE

- Do you know who else is trying to achieve the same or similar goals as you?
- Have you reviewed the social media landscape of these competitors?
- What are they doing right – what could they do better?

PREPARE

- Have you defined a crisis or issue?
- Do you have a plan on how to deal with it?

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TARGET

- Have you identified the individuals that you want to engage with?
- Did you set up monitoring for them?
- Do you know what channels they are on?

CONTENT

- Do you have a set of content creation in the pipeline that will appeal to the individuals you want to engage with (do you know your personas!)?

MEASURE

- Do you know what metrics or report will be helpful for others involved?
- Do you have multiple stakeholders who need different kinds of reports?
- What kind of report/data do *you* need to track so that you can improve performance?

EXPAND

- Can you expand your social media campaign to include new or additional objectives?
- If so, repeat checklist with additional business objectives.